

WHAT IS CLAIMED IS:

1. A disposable absorbent article comprising:
 - a) a liquid pervious topsheet;
 - b) a liquid impervious backsheet that is at least partially joined to the topsheet;
 - c) an absorbent core disposed at least partially between the topsheet and the backsheet;
and
 - d) a wetness indicator printed onto a surface of said backsheet; the wetness indicator comprising a graphic that further comprises at least one responsive color composition and a varnish coating disposed adjacent to said responsive color composition;
wherein upon wetting, said graphic becomes visible to the unaided eye.
2. The article of claim 1 wherein the color composition comprises:
 - a) from about 1% to about 10%, by weight of the composition, of fluid dyestuffs; and
 - b) from about 10% to about 99%, by weight of the composition, of a solvent.
3. The article of claim 2 wherein the solvent is a non-aqueous solvent selected from the group consisting of alcohols, acetates, and combinations thereof.
4. The article of claim 3 wherein said alcohol is selected from the group consisting of isopropyl alcohol, n-propyl alcohol, ethanol, methanol, and combinations thereof.
5. The article of claim 3 wherein said acetate is selected from the group consisting of isopryl acetate, n-propyl acetate, and combinations thereof.
6. The article of claim 1 wherein said varnish coating comprises materials selected from the group consisting of acrylic copolymers, shellac-based acrylic resins, polyamides, and combinations thereof.
7. The article of claim 1 wherein said wetness indicator is printed on an inner surface.
8. The article of claim 1 wherein said varnish coating is disposed over said responsive color composition.

9. The article of claim 1 wherein said varnish coating is disposed beneath said responsive color composition.
10. The article of claim 8 wherein said varnish coating is further disposed beneath said responsive color composition.
11. A method of printing a wetness indicator onto an absorbent article:
 - a) providing an absorbent article wherein said article comprises a topsheet, a backsheet and an absorbent core;
 - b) disposing between said backsheet and said absorbent core via printing a wetness indicator onto a surface of said backsheet; the wetness indicator comprising a graphic that further comprises at least one responsive color composition and a varnish coating disposed adjacent to said the responsive color composition;wherein upon wetting, said graphic becomes visible to the unaided eye.